



West End Home
FOUNDATION



Strategic Roadmap: 2021 – 2024

- ❖ STRATEGIC GRANTMAKING
- ❖ ADVOCACY FOR OLDER ADULTS
- ❖ PARTNERSHIPS AND COLLABORATIONS
- ❖ ALIGNMENT OF ORGANIZATIONAL CAPACITY

A Steadfast Commitment to Caring for Older Adults

Times have changed and so has The West End Home Foundation. Building on its 130-year history of caring for older adults, the Foundation has evolved as an advocate, leader and strategic grantmaker dedicated to enriching the lives of older adults in Middle Tennessee. Though 2020 brought tornadoes and a pandemic that disrupted the lives of many, the Foundation worked with its partners to meet the needs of community members 60 and over during those challenging times. As the community looks forward to brighter days, the Foundation board and staff have taken stock of its impact over the past five years, reviewed data and trends impacting older adults, and developed a new strategic roadmap for the next three years.

Some of the key findings and lessons learned from this review are:

The flexibility of the Foundation's grantmaking process

has served the community and its partners well, as needs and concerns change over time.

Advocacy and collaboration are essential strategies to achieve greater impact.

As philanthropic funds dedicated to meeting the needs of older adults are at only 2% of total giving nationally,

the Foundation seeks to leverage and engage additional resources.

One in five Americans will be 65+ by 2030

and for the first time will outnumber young people. Older adults want to remain engaged in their communities and represent a large percentage of the volunteer workforce. Age-friendly communities are vital to promote successful aging.

As the Foundation expands its role in advocacy and collaboration, it must align organizational resources to support its work.

The Foundation's impact areas represented by recent and current grants

support a range of services without limiting the potential to meet new or emerging needs.

Public perceptions about aging are slow to change.

Ageism is prevalent in all aspects of our society from healthcare to the workplace, making it more important than ever to promote positive messaging about aging.



Imagining the Possibilities

The volunteers, staff and partners of the Foundation are passionate about creating a community where older adults are valued and have access to needed services and support. They recognize that stereotypes and ageism are barriers to helping adults 60 and older thrive as they age. The national Reframing Aging initiative offers powerful messaging and tools to improve the public's understanding about aging and the Foundation will continue to promote those efforts in Middle Tennessee. Through changing how one talks about aging, the Foundation believes it can also change policy and cultural decisions to create more possibilities for older adults to lead fulfilling lives.

One exciting trend is the development of intergenerational communities where the safety, health, education and basic needs of people of all ages and backgrounds are intentionally addressed in the design of housing, public spaces and planned activities. The Foundation envisions a future where public and private sectors alike come together to create policies and invest resources to create such inclusive communities in Tennessee.

In the meantime, the Foundation will continue to focus efforts on helping older adults who live in a variety of settings gain access to technology that helps them connect with the world more easily.

Through collaboration and advocacy, the Foundation believes it can help transform possibilities for full participation in our community into a reality for the growing population of older adults.

Our Mission

To enrich the lives of older adults through *grantmaking, advocacy and community collaboration*

Our Vision

We envision a world where all older adults are valued, have opportunities to be engaged in their communities in meaningful ways and have access to high quality care and services that promote successful aging.

Core Values that Guide Our Work

IMPACT

Make a meaningful difference with our resources

INNOVATION

Foster transformative programs

INCLUSION

Engage and represent all segments of our community

COMPASSION

Serve our community with care, concern and empathy

INVESTMENT

Ensure responsible stewardship of our assets

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Pathways and Three-Year Strategies

STRATEGIC GRANTMAKING

- 🌿 Keep abreast of the emerging needs and issues impacting older adults as well as new and proven program strategies
- 🌿 Understand the issues and trends impacting the nonprofit sector to strengthen our effectiveness as a funding partner
- 🌿 Remain committed to continuous quality improvement of the grant process to ensure optimal impact
- 🌿 Continue to invest in core/basic services as well as innovative new strategies and interventions
- 🌿 Ensure that the grant process is inclusive, equitable and reflects the diversity of the communities we serve

ADVOCACY FOR OLDER ADULTS

- 🌿 Fund partner organizations with proven track records in advocacy for older adults
- 🌿 Identify opportunities to leverage public and private resources for greater impact
- 🌿 Disseminate Reframing Aging content and messaging to promote a more just, inclusive and age-friendly community
- 🌿 Identify and act on opportunities to support policies that benefit older adults
- 🌿 Promote programs and strategies that exemplify best practices with meaningful impact

PARTNERSHIPS AND COLLABORATIONS

- 🌿 Serve as a convener and/or partner in initiatives to identify and facilitate coordinated responses to unmet needs
- 🌿 Strengthen partnerships with funded agencies to ensure that we are all working together to achieve the greatest impact
- 🌿 Strengthen partnerships with the public and private sectors to engage their participation in community solutions
- 🌿 Participate in local, state and national networks that support and amplify our mission

ALIGNMENT OF ORGANIZATIONAL CAPACITY

- 🌿 Implement best practices that guide board governance and operations, always striving for the highest standards of oversight, accountability and impact
- 🌿 Evaluate and adjust staffing structure and capacity as we expand our role as advocate and convener
- 🌿 Ensure that fiscal and resource management practices optimize our financial health and intergenerational equity
- 🌿 Upgrade technology systems and organizational processes as needed to achieve optimum operational efficiencies